

BUILDING MIDLAND

BUILDING OUR FUTURE

Many of Midland's successes can be attributed to the foundation laid by those who have shared in a vision. It is a team effort with the City Council, city staff, businesses, and citizens working together to help make the community we call home. Midland is a unique city and it is our strong independent character that sets us apart. Our people make the difference. Our citizens are the foundation in which our home is built. Together we make decisions, together we remain optimistic during tough times, and together we build our future.

Building begins with solid plans. Good plans originate within a framework of sound thinking and consensus among leaders who represent citizens' concerns and needs. As you read through the City of Midland's 2009 Annual Report, you will recognize the partnerships in everything from the development of the Oil & Gas Drilling Ordinance, to Annexation, to the development of a new BMX Park. It takes planning and the wisest use of resources. Midlanders are committed to the long-range goal of a strategic plan which helps guide our city to become the greatest place it possibly can.

Optimism is high despite the tough economic times. With a constant eye on the future, the City Council tackled tough decisions to layout a blueprint for spending. Taking a stance for citizens, the City Council was able to adopt the city's lowest tax rate in 21 years. This was done without affecting the top-notch services citizens enjoy and deserve. City of Midland employees have risen to the call and continue to go above and beyond!

As you will see, our diverse Midland community works together for a bright and sustainable future. Our foundation is strong and together we build new expectations.

Wes Perry, Mayor



MIDLAND CITY COUNCIL

Back row:

Jerry Morales, At-Large;
Michael Trost, District 4;
John James, District 3;
Jeff Sparks, District 1

Front row:

Vicky Hailey, District 2;
Wes Perry, Mayor;
Scott Dufford, At-Large

THE BRICKS & MORTAR



Who better to carry out the vision of the City Council than the over 900 employees of the City of Midland? Our staff takes the blueprint set before them and works magic year after year. City of Midland employees have risen to the call and continue to go above and beyond. We have an unwavering commitment to our citizens. Our staff value one another and work together to achieve the City's goals. As you read through some of our accomplishments, as well as works in progress, it is easy to see – We Make Midland Better!

Courtney Sharp
City Manager

A handwritten signature of Courtney Sharp in black ink.



Trust

The City of Midland's Finance Department was awarded the Distinguished Budget Presentation Award. The award recognizes the city's budget document as an operational guide, a policy document, a finance plan, and a communications device. The City was also recognized with a Certificate of Achievement for Excellence in Financial Reporting. This award recognizes comprehensive financial reports which achieve the highest standards.

Teamwork

The Midland Police Department was once again recognized for their efforts in coordinating National Night Out. The MPD placed 10th in Category 2, population 100,000 to 299,000. They moved up two places from 2008. Over 100 block parties were held throughout the city as neighbors came together to enjoy fellowship and take a united stand against crime.

Growth

Two new programs are helping to build future leaders. The GenNXT Program is a coaching, leadership development program for the City of Midland. Members are newer employees who have the potential to fill key leadership positions in the organization in the future. The goal is to improve employees' work experiences and empower them to achieve greater success through education, increased organizational performance, and counseling and coaching. Rising Star focuses on more tenured employees and prepares them to move up in the organization through education and mentoring with key department staff.

Collaboration

After appraising their performance, the Development Services Department sought the advice of local developers and designers on how to better improve the City's development process. After several roundtable discussions, both internally and with our customers, a new way of doing business is now in place. The goal is to move a project from conception to completion as quickly as possible through improved communication and information sharing.

FROM THE GROUND UP

"Coming together is a beginning; keeping together is progress; working together is success." - Henry Ford

Oil & Gas Drilling in the City Limits

With the help of a citizen Oil & Gas Task Force, and feedback from the community at public hearings, in December 2009, the City Council approved a new ordinance that meets the goals of encouraging orderly development and growth of the city while accommodating the rights of mineral owners to reasonable access to their minerals and protecting the health, welfare, and safety of the public.

Emergency Preparedness

The City rolled out a state-of-the-art Communication and Response Trailer designed to serve local public health emergency preparedness efforts throughout the State of Texas.

Powered by both traditional and renewable energy sources, the trailer maintains incoming and outgoing telephone functionality, video-conferencing, and data services including Internet, email, and web applications. The trailer was purchased with Community Preparedness Bioterrorism Discretionary funds through the Texas Department of Health and Center of Disease Control.

Performing Arts Center

The City and University of Texas of the Permian Basin have developed a partnership to provide utility lines to a new Performing Arts Center. This cooperative effort also encourages the expansion of the neighboring Center for Energy and Economic Diversification which helps to create a new mechanical engineering program. The joint venture provides expanded services to both the citizens of Midland and surrounding areas.

Air Service

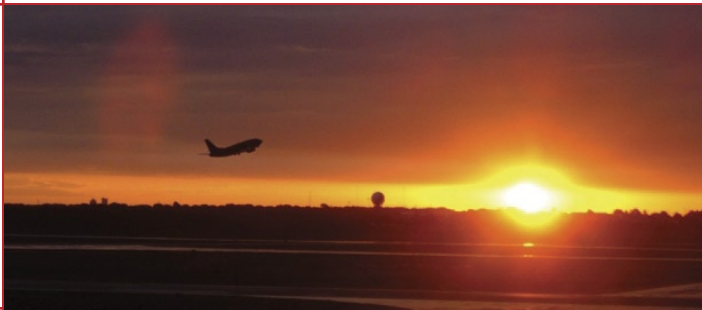
The Department of Airports partnered with the Midland Development Corporation in obtaining a Small Community Air Service Development Grant which assisted Midland International in obtaining non-stop air service to Denver.

EZ Rider

An intergovernmental effort with the City of Odessa created the Midland Odessa Urban Transit District. The Midland system consists of six fixed routes and an Americans with Disabilities para-transit route. The Board is examining the need for a route which travels between the two cities.

BMX Park

Midland is home to the newest American Bicycle Association sanctioned track. The construction is a collaborative effort between the Parks & Recreation Division, Transportation Division, and Solid Waste Division. Local businesses lent their time and equipment, and 30 volunteers pitched in with the manual labor. All the dirt used was reclaimed from transportation projects, saving time, money, and landfill space.



HAMMERING OUT THE DETAILS

Midland Is Alive With New Development

Completion of ongoing projects has provided a boost to Midland's economy. Approximately 600 new apartment dwellings have become available, several new hotels have completed construction, and new retail stores have opened their businesses. The City of Midland is building the framework for the success of new development.



Revitalizing Downtown

Downtown Midland is alive with energy. In fall 2009, the City re-opened Centennial Plaza. A strategic urban space located in the center of Midland's high-rise downtown community, it offers unique outdoor space for urban dwellers. The new plaza has a more open appearance, including renovations to the existing fountains, updating landscaping, and replacing paving tiles. Improved lighting was also added to improve pedestrian safety and expand the plaza's use to nighttime hours. The renovations to Centennial Plaza were fueled by an Economic Development Initiative grant and \$800,000 from the Tax Increment Reinvestment Zone (TIRZ) and Hotel/Motel funds.

Annexation

In 2009, the City of Midland annexed approximately 1,200 acres of land, including an area known as the "window pane."

Several bilingual neighborhood meetings were held, helping the 150 residents better understand the process and how it would affect them. The total annexation included 1,100 acres along two major highways in an effort to control development.



Upgrading Facilities

Architects are currently examining Midland's Municipal Court with options including expansion, moving to an existing unoccupied building, or construction of a new building. Results will be presented to the City Council for consideration. The Martin Luther King, Jr. Community Center will receive needed improvements to its gyms and meeting areas. A local firm is designing the upgrades and construction will begin in 2010.

Using Technology

Technology is essential to future development. The City is replacing aging radio equipment. The upgrades are estimated to save the City approximately \$4 million. Also, the City is replacing its Computer Aided Dispatch System and adding an Automatic Vehicle Locator as a safety/efficiency feature.

In 2009, the City unveiled its Automated Transportation Management System. The two-way communication system allows for signal lights to be timed for traffic flow and peak hours, and workers to make adjustments from a central location, resulting in a smoother commute for motorists.

BUILDING FOR THE FUTURE

Quality Water

The City of Midland is working to secure quality water for generations to come. Planning for the future begins with present construction, including a new water tower, a new booster station, and improvements at the Water Purification Plant.

Growing Needs

In early 2009, the city's skyline included the addition of a water tower in northwest Midland. The tower, which holds two million gallons of water, provides better service to a growing part of the city. It improves water pressure during peak usage hours and allows the plant to run in a more even fashion.

A new booster station replaced a 50-year-old operation. The station was designed to function on three pumps with a fourth standby. Residents have experienced increase water pressure.

Construction at the Water Purification Plant will be completed in 2010. The result will increase the capacity of the plant, to improve reliability, to come into regulatory compliance, and to replace aged equipment that could no longer be repaired.



Conservation

One of the most effective ways to increase our water supply is to reduce usage. With this in mind, the City is working with Midland College, one of the city's largest consumers, to design a water reclamation facility to reclaim wastewater, treat it to drinking water standards, and deliver it to the college for irrigation. They are currently constructing the facilities on their property and will be ready to accept this flow when the plant is complete.

The City has entered into an agreement with the Midland Independent School District to fund the purchase of materials to automate irrigation systems at all of their facilities. They are the single largest customer of City water and the majority of it used for irrigation. Automating that system will allow for more efficient usage of water and is projected to reduce usage by 30%. The partnership was approved by the City Council as a maximum expenditure of \$500,000 over five years and will be complete in 2012.

Residents are encouraged to do their part as well. The City works in conjunction with Keep Midland Beautiful to hammer the message home. The "Every Drop Counts" public service campaign offers water conservation news and tips to all of West Texas.



THE SPECS

Population: 103,775 (est. 2009)

Area: Square Miles: 71

Location: West Texas – Midway between Dallas/Fort Worth and El Paso along Interstate 20

Weather: March/71°; June/93°; September/86°; December/58°

City Property Tax Rate: 45.68 / per \$100 valuation

Average Price of a Home: \$165,000

Median Age: Male - 32.6 / Female – 35.7

Median Household Income: \$40,277

***Ethnicity Percent:** White – 61% / Hispanic - 29% / Black – 8.4%
Other – 12.5% / Two or more races – 2% / American Indian – 1%



*These figures add up to more than 100% on this list because Hispanic and Latino Americans are distributed among all the races and are also listed as an ethnicity category, resulting in a double count.

Education: University of Texas of the Permian Basin
Midland College / Advanced Technology Center
Midland Independent School District –
3 high schools / 2 freshman high schools
4 junior high schools / 23 elementary campuses
5 special purpose centers / 5 private schools

Transportation: 4 Major Airlines
Interstate 20 / State Highway 349
East/West Rail Line – Union Pacific
Mass Transit Bus System

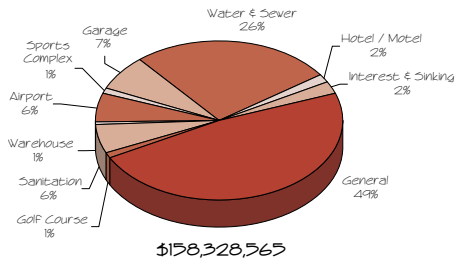
Healthcare: 320 Hospital Beds / 285 Doctors
10 Nursing/Retirement Homes

Recreation: 39 playgrounds / 2 public pools
2 public golf courses / 3 private golf courses
38 tennis courts / 2 football fields
56 soccer fields / 85 baseball and softball fields
Scharbauer Sports Complex (one minor league baseball stadium and one football/soccer stadium)
Christiansen Stadium (one former minor league baseball stadium used by college and high school teams)
William-Sam Memorial Skate Park
Hogan's Run Dog Park / BMX Bike Park / 2 fishing ponds
One public community center / One public library

Entertainment: One Movie Theatre w/14 Movie Screens
Drive in Movie w/3 screens / Midland Community Theatre
Midland/Odessa Symphony and Chorale
Commemorative Air Force Museum
Petroleum Museum / Museum of the Southwest
George W. Bush Childhood Home
AA Affiliate of Oakland A's the Midland RockHounds
United Soccer Leagues PDL the West Texas Sockers

Top Five Employers: Midland Independent School District (2,887)
Midland Memorial Hospital (1,645)
City of Midland (937)
Midland College (787)
Warren Equipment Companies (620)

*Combined Fund Revenues
As Budgeted For Fiscal Year 2010*



*Combined Fund Expenditures / Expenses
As Budgeted For Fiscal Year 2010*

